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PEOPLES INK



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THE MISSION

“Commercialize the Culture of Incarceration”

The primary mission of PeoplesInk™ and its subsidiary, InmateInk™ (collectively, the “Company”) is to commercialize the culture of incarceration through a social networking web platform for inmates, ex-offenders and members of their communities and families which allows such users to create unique profiles and find and offer support. This web platform will be comprised of several different users, ranging from legal support to faith based organizations. The platform’s tools will work to help change society’s views on how ex-offenders, their families and communities are perceived in American culture, and hopefully in time create systems that give better opportunities for inmates’ successful reentry into society. The web platform will be the base from which a variety of similarly branded products will be featured and sold.

The secondary mission is to bring into focus restorative forms of justice and to satiate the rehabilitative desire of a nation that has seen a 315% growth in the cost of maintaining the criminal justice system in the last 20 years and represents \$146 billion annually in direct costs and as much as seven times that in soft costs.

"We will direct 10% of our profits to restorative and rehabilitative programs both in and out of prisons as well as to the victim crimes funds. No other corporation does that. That is our commitment to the community."



Bradley Kabbash founded the Company in late 2008.

Mr. Kabbash is an investment banker who has served as the managing director of corporate finance at various brokerage firms and private companies during the past 30 years.

The Company was born of his experiences and he is in discussions with various community leaders and professionals who have expressed interest in joining the Company’s management team and Board of Directors.

PEOPLESINK

THE BACKGROUND

we are the people

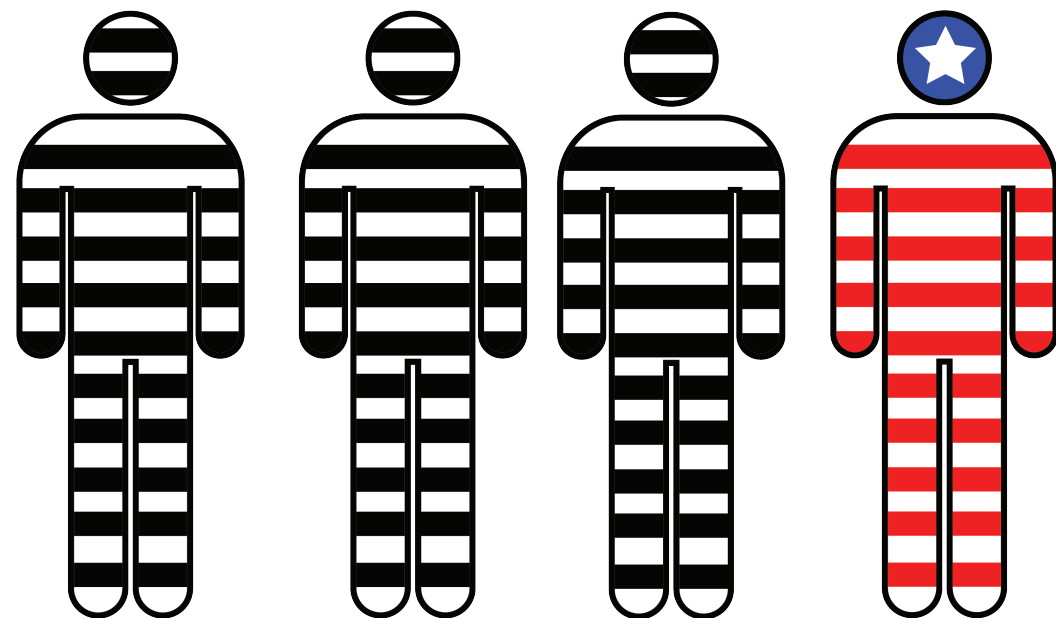
PEOPLESINK

EXECUTIVE SUMMARY

“creating the first-of-its-kind branding that recognizes the convergence of the cultures of incarceration that effects 100 million Americans”

Mr. Kabbash is currently negotiating strategic partnerships with recognized corporate leaders in their respective industries to position the Company as a major industry leader in the following areas: a) a first-of-its-kind social resource network site and e-commerce store, b) clothing design and manufacturer, c) beverage drink production, d) cosmetic design, e) shoe design, and f) entertainment provider of television and gaming content.

The Company is poised to capitalize on the sector fragmentation of each of the above mentioned industries by being the first company to converge the cultures of incarceration, inner city, and suburban by creating the first-of-its-kind branding that recognizes the mainstreaming of those cultures and population base that impacts the lives of over 100 million Americans.



**1 IN 4 OF THE WORLDS PRISIONERS
ARE INCARCERATED IN THE UNITED STATES**

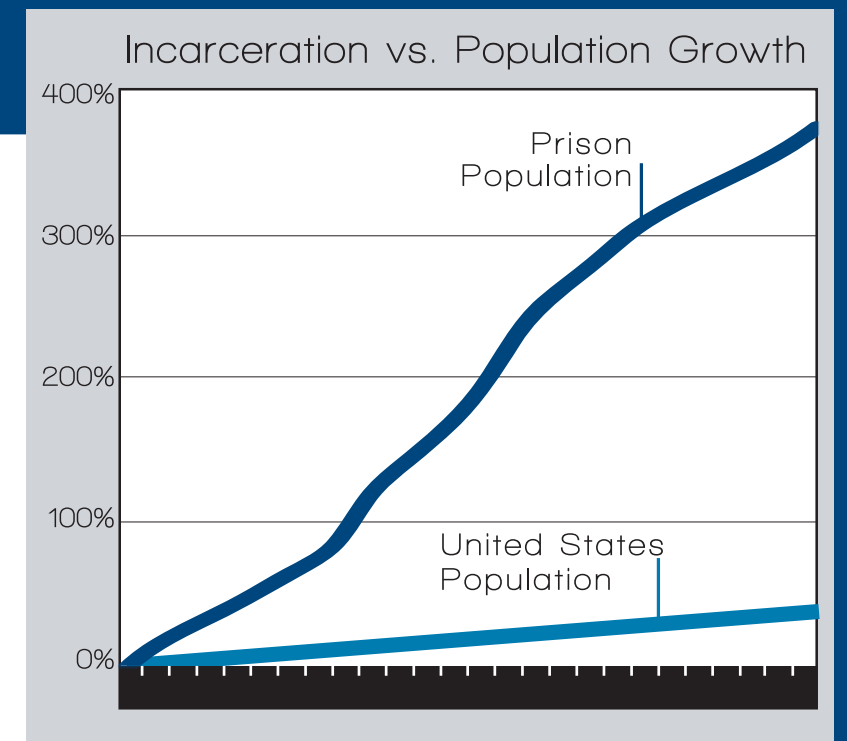
EXECUTIVE SUMMARY

**un-branded
unrecognized
underserved**

The Company will provide targeted products to the inner city, the culture of the incarcerated and its various members. This will be accomplished by providing significant content and resources that will be delivered over a wide variety of platforms including but not limited to cell phones, web sites, television programming, books, video games, all of which will be delivered through the social/resource network site and InmateInk's partnerships.

The Company has already designed products and is in the process of hiring established professionals that have proven track records in introducing new products to this community. The Company was founded to capitalize on the following: the rapid and continued annual growth of the incarcerated community that has been mainstreamed but is heretofore un-branded, unrecognized and underserved from a commercial perspective; the non existence of products and services that address that culture; the public's fascination with the culture of incarcerated that has given rise to leading industry television shows, annual double digit urban clothing growth, and dominating music presence; and to be the first of its kind company that connects the cultural dots with a suite of products and services that positively stamps and profits from the mainstreaming of the culture of incarceration that effects 1 in 31 Americans

Management believes that its first to market fleet of products and services and its original social and resource network site has the potential to lead the market by branding the culture and its companion community in a unique position that converts culture into an immediately profitable company.



“It is the intended goal of PeoplesInk™ to emerge as the largest, most creative and successful company that converges cultures into products and services”

The Company is currently making strategic alliances and endorsements, which the company believes will change the landscape of an under served community and provide the basis for substantial profit from e-commerce, advertising revenues, content licensing fees, product lines, services, and paid in memberships. It is the intended goal of PeoplesInk™ to emerge as the largest, most creative and successful company of conscience that converges communities that have the desire to be positively recognized and as of yet haven't. Strategic alliance discussions are ongoing at the CEO or president local level with NAACP, AARP, Urban League, ACLU, Prison Legal News, Francorp, AAA, and also a variety of Connecticut and national agencies. PeoplesInk™ has been approved to co-brand products of Lincoln Heritage Financial Insurance. The on going negotiations are summarized in the following paragraphs.

-Clothing- InmateInk™ has created a line of clothing that recognizes a culture and has uniquely positioned its product with a variety of designs, informational and entertainment patches, as well as a program that distributes 10% of the profit sales for the victim crimes funds of states and both internal and external prison programs of reentry.

-Shoes- InmateInk™ has created and designed a unique shoe-lace-less line of “kicks” for the community that is not only trendy but also permanent in its function, as those that are arrested now do not have concerns about fit.

-Social Network Site- PeoplesInk™ has negotiated an exclusive licensing agreement with Prison legal news (www.prisonlegalnews.org), the largest content provider of legal news to the community and video content superseding Westlaw, Lexis and Plexis for a period of 3 years with a right to renew for an additional 3 years. This contract is presently in review.

-Beverage- InmateInk™ is entering into a contract with Power Brands (www.powerbrands.com), a leading Beverage consultant, to introduce its first of its type collectable energy cans that displays the arrest photo and charges of famous personages. Power Brands will also help to extend the “energy drink” brand into “stress relief” and diet brands.



STRATEGIC ALLIANCES

-Entertainment- InmateInk™ is in discussions with Crytek (www.crytek.com) design an industry leading game designer to develop a first of its type community game.

-Franchising- InmateInk™ has received a proposal from the leading franchising company (www.francorp.com), to create a franchise for its retail stores.

-Lincoln Heritage Insurance- PeoplesInk™ has been approved by Lincoln Heritage, (www.lhlic.com), a leading life insurance company that will provide life settlement insurance policy platforms for the community through the company.

-Urban League- PeoplesInk™ has been asked to submit a proposal to the national board for co-branding products and services having been approved by Connecticut's president and CEO.

-Ford Global Entertainment Team- The Company is in discussions for marketing a niche product based on the MKS car.

-Jam Productions- The Company has received a proposal for a national music event to be launched this calendar year that is entitled “Prison Aid™” and is modeled after their successful “Farm Aid” event.

KEY MANAGEMENT

Presently the company is in negotiations with several industries leading executives. These negotiations are ongoing and the company expects upon funding to conclude such discussions. As an example Mr. Marty Brown, President of Powerbrands, and former regional head for Rexam, a public company, where he headed \$500 million in sales, has agreed (upon funding) to run the beverage subsidiary.

Board of Advisors

PeoplesInk is in advance discussions with the individuals listed below who have expressed immediate interest in joining the Board of Advisors.

Ernie Preate: Former Attorney General, Pennsylvania

William Dyson: Recently retired representative and the longest serving legislative member. During his 35 year tenor Mr. Dyson served in many capacities including but not limited to, head of the Appropriations committee and the House.

John Daniels: former Connecticut mayor

Paul McCraven: Bank chairman

Paul Wright: founder and operator of Prison Legal News

The business model of the company entails both B2B and B2C aspects centered upon its pending memberships and viewers, creating original content, selling this content to other companies, using this content and its memberships to stimulate demand for its suite of products and services. The company believes this business model will capitalize on e-commerce as well as create numerous new distribution channels.

Additional sources of revenue will be generated from advertising fees, vis-à-vis banner ads, selling sponsorships for special events or content (i.e. hosting legal forums specific to cases or aspects of law, analysis of asset holdings, and other iconoc companies such as Nike for sneaker forums, as well as medical forums), offering of commercial spots on its main page, and co-branding opportunities with well established companies as exemplified by the recent co-branding with Lincoln Heritage Financial.

COMPETITION

The market for Social Network services, clothing, beverages, cosmetics, and entertainment is intensely competitive and rapidly changing. In particular the number of Web sites on the Internet competing for consumers attention and spending has proliferated and management expects that competition will continue to intensify. The company believes that its first-of-its-kind Social/Resource site is unique in this crowded marketplace (please see appendix) however it still will compete directly and indirectly for advertisers, viewers, members, and content providers.

The Company's divisions in clothing, beverage, cosmetics, and entertainment, although a first of its type branding also competes either directly or indirectly with more well established and financially sound companies (please see appendix). It is the management's belief that the unique and first of its type branding of the culture as represented in its products and services distinguishes itself to such a degree as to create an immediately competitive and profitable corporation. Management believes that this distinctive branding is a compelling factor in attracting and retaining users and consumers.

KEY CONSIDERATIONS

KEY CONSIDERATIONS

The following Key Considerations represent the primary opportunities.

Website: First-of-its-kind that brands the mainstreaming of the culture of incarceration and its community.

Demographics: 1 in 31 Americans have been incarcerated and approximately 100,000,000 Americans have been directly affected by its culture.

There currently are no suites of products or services that are marketed directly to the "Community of the Incarcerated"

Absences of Products & Services: There currently are no suites of products or services that are marketed directly to this community.

Consumerism: Consumer group poised to become the driving force in consumer economics and business by its sheer numbers.

Growth Industry: 315% growth in 20 years and an annual expenditure of \$146 billion spent on only 8 agencies of criminal justice with adjusted soft costs elevating to approximately \$460 billion. Retail growth has exceeded 25% annually.

High Valuations: Similar sector specific companies command high valuations.

Liquidity Event: The company believes that by establishing itself it will have attractive liquidity for its investors over the next 24 months. Some of the scenarios include but are not limited to the whole or partial sale of the company or its subsidiaries, spinning out the subsidiaries as stand alone companies, and public offerings.



Intellectual Property for
Mr. Kabbash has secured the trademarks, service marks and domain names.

- IC 035
Providing a website featuring news and information in the field of incarceration
- IC 041
Providing online entertainment and educational materials in the area of incarceration.
- IC 045
Internet based introduction and social networking services
- IC 038
Audio and video broadcasting services over the internet or other communications network, namely, uploading, posting, showing, displaying, tagging and electronically transmitting information, audio, and video clips; providing on-line chat rooms, and on-line forums for transmission of messages among users concerning user-defined content; providing on-line chat rooms and electronic bulletin boards for transmission of messages among users
- IC 042
Hosting an online community website featuring shared communications between community members interested in incarceration; providing a website allowing users to upload and download games, music and video.

WORD MARK	TYPE OF MARK	TYPE OF FILLING	LOCATION OF FILLING	SERIAL NUMBER	DATE FILED	GOODS & SERVICES
Peoples Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712248	04/13/2009	IC 035
Peoples Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712244	04/13/2009	IC 041
Peoples Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712240	04/13/2009	IC 045
Peoples Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712246	04/13/2009	IC 038
Peoples Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712242	04/13/2009	IC 042

INTELLECTUAL PROPERTY



INTELLECTUAL PROPERTY



Intellectual Property for

Mr. Kabbash has secured the trademarks, service marks and domain names.

- IC 03
Cosmetics
- IC 09
Computer games & software related thereto
- IC 025
Clothing and Shoes
- IC 032
Non-alcoholic Beverages
- IC 041
Entertainment, namely, a reality show broadcast over television, satellite, audio and video media; providing online computer games
- IC 041
Entertainment services, namely conducting live musical performances featuring various solo recording artists and musical groups
- IC 036
Charitable fundraising services in the field of incarceration

WORD MARK	TYPE OF MARK	TYPE OF FILLING	LOCATION OF FILLING	SERIAL NUMBER	DATE FILED	GOODS & SERVICES
Inmate Ink	Trademark	Intent to Use	U.S. Patent and Trademark Office	77712258	04/13/2009	IC 03
Inmate Ink	Trademark	Intent to Use	U.S. Patent and Trademark Office	77712256	04/13/2009	IC 09
Inmate Ink	Trademark	Intent to Use	U.S. Patent and Trademark Office	77712255	04/13/2009	IC 025
Inmate Ink	Trademark	Intent to Use	U.S. Patent and Trademark Office	77712252	04/13/2009	IC 032
Inmate Ink	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712251	04/13/2009	IC 041
Prison Aid	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712238	04/13/2009	IC 041
Prison Aid	Service Mark	Intent to Use	U.S. Patent and Trademark Office	77712235	04/13/2009	IC 036

Domain Names

www.peoplesink.com
www.peoplesink.net
www.peoplesink.org
www.prisonaid.com
www.prisonaid.mobi

Social Networking Website



Products&Services



attorney login

username

password

MEMBERS ROOMS RESOURCES PRESS



search

Checkout the Inmate Ink STORE

Prisoner Resources

Law Resources

Chat Rooms

Housing

Jobs

Education

Support Forums

Victim's Resources

Victims Outreach program

Chat Rooms

Support Forums

Local Resources

Links

Family Resources

Support Forums

Chat Rooms

Law Resources

Local Resources

Links

newest members



JOIN NOW

Connect Help

Interact

Communicate Learn

Support

Click here to join our community

new case studies

Case study text will go here. There will be a tag line for each case study explaining what the document is about

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Inmates Families

Attornies Victims

Contact Advertise

Press Careers

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Help

INMATE

Energy Drinks



Products & SERVICES

Products & SERVICES



BECAUSE LIFE IS TOUGH

and TIME IS HARD

INMATEINK
Alcoholic Drinks

Products &
SERVICES

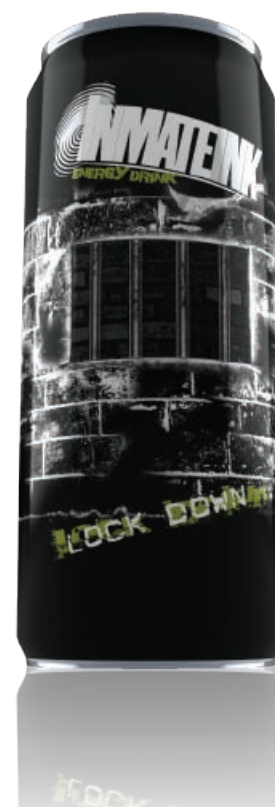


TopTier vodka and 5oz nips



vodka
for the people.

Products &
SERVICES

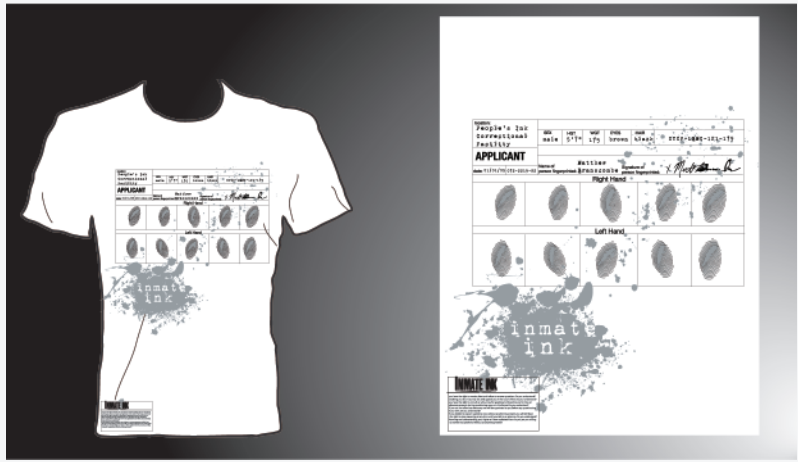


energy drink
+ vodka
||



Super **MAX SHOT**





INMATEink
clothing

T-SHIRTS & HOODIES



Products & SERVICES



Products & SERVICES

Perfumes



release for women

Products & SERVICES



EMPOWERMENT for men



INMATE INK sneakers



PRISON AID

A series of music festivals and events designed to raise awareness

Product Launch – NY, CHI, LA and Houston

The following provides information on venues, capacities, timelines and artist and advertising estimates for a four city product launch in fall of 2009. Jam will work in a consultation/coordination capacity to assist in procuring venues, artists, production supplies and labor and additional event items needed to produce top launch events in these cities.

Venues Per Market – Capacities between 1,000 and 5,000 Attendees

New York

The Fillmore – 1,000
Apollo Theatre – 1,500
Nokia Theatre – 2,100
Roseland Ballroom – 3,750

Chicago

Park West – 1,000
Vic Theatre – 1,400
Riviera Theatre – 2,500
Aragon Ballroom – 4,500

Los Angeles

The Music Box – 1,300
Orpheum Theatre – 2,050
Club Nokia – 2,400
Kodak Theatre – 3,400

Houston

House of Blues – 1,500
Reliant Pavilion – 2,000
Arena Theatre – 2,750
Verizon Wireless Theatre – 3,000

Event Timeline

Event timeline based on four month lead-in between on-sales and product events in major markets.

June 15 – 29, 2009

- Breaking ads – announce products, shows and on-sales

July 4 – 11, 2009

- Product launches – July 4, 2009
- Launch event ticket on-sales

October 17 – November 14, 2009

- Product launch events nationwide
 - NY, CHI, LA and Houston



Event Estimates

Expenses (per market)
Venue Rental
Sound and Lighting
Production Labor
Facility Fee/Ticketing
Talent Costs *
Security and Medical
Permits
Advertising
Operational Expenses
Project Consultation

Expense Estimate Total per Market:
\$ 100,000 - \$ 400,000

* Artist fees vary based on caliber of act and can range from \$50,000 to \$250,000. A list of acts can be provided upon request.



PEOPLES RICHES

PEOPLESINK

GIVING BACK TO THE COMMUNITY
THE INCARCERATED THE CHILDREN
THE VICTIMS THE FAMILIES
THE TOWNS THE AMERICANS THE SYSTEM

Helping Prevent the Pattern
of re-imprisonment

PRISON AID
Educating incarcerated Americans
Redeeming the Criminal Justice System

WE ARE PEOPLE

Billboards

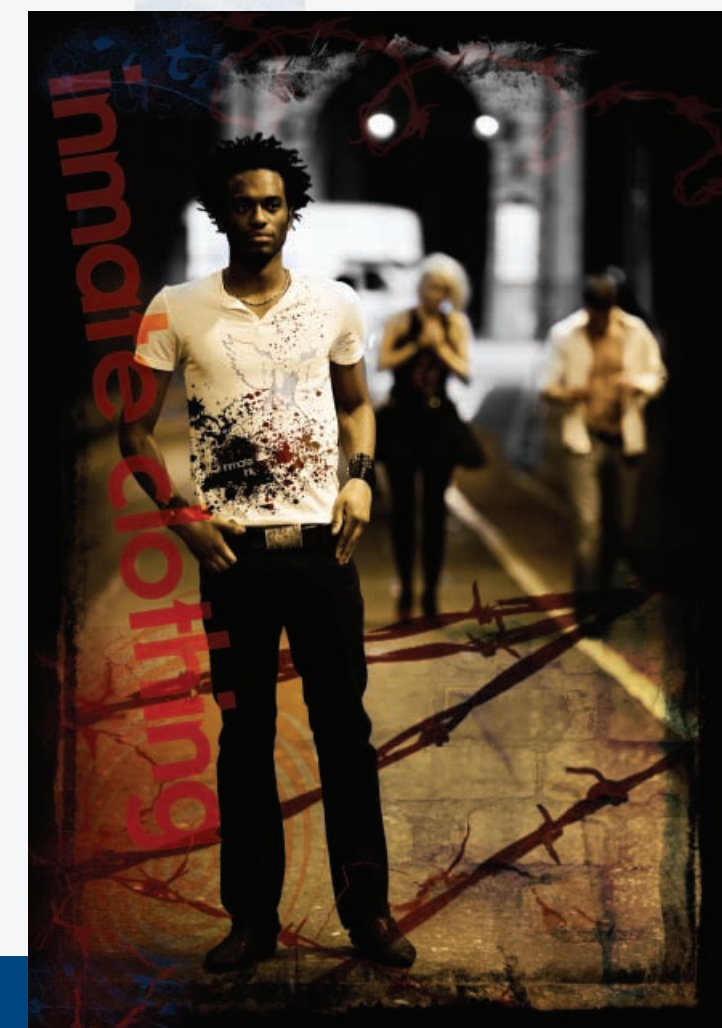
INMATEINK

advertising



Products&Services

Billboards



Products&
SERVICES

PEOPLESINK

we ARE the people

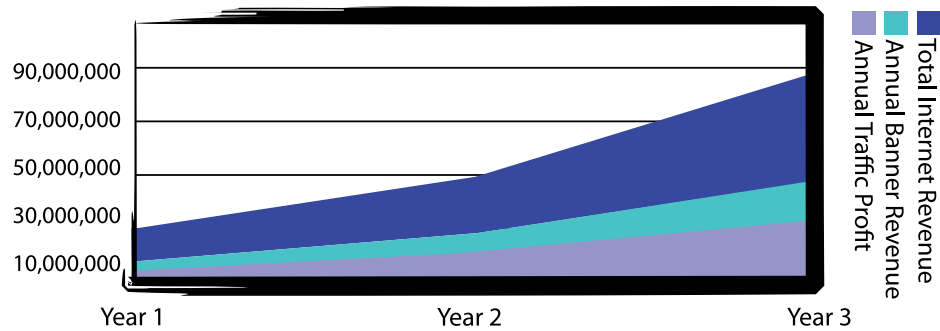


INMATEINK

Internet Revenue Summary

Social Network and Utility Site Traffic	Year 1	Year 2	Year 3
Hits Per Month	144,000	288,000	576,000
Industry Click through Standard 1 in 10K	5	5	5
Click through Profit \$5	720,000	1,440,000	2,880,000
Annual Traffic Profit	8,640,000	17,280,000	34,560,000

Internet Revenue Summary



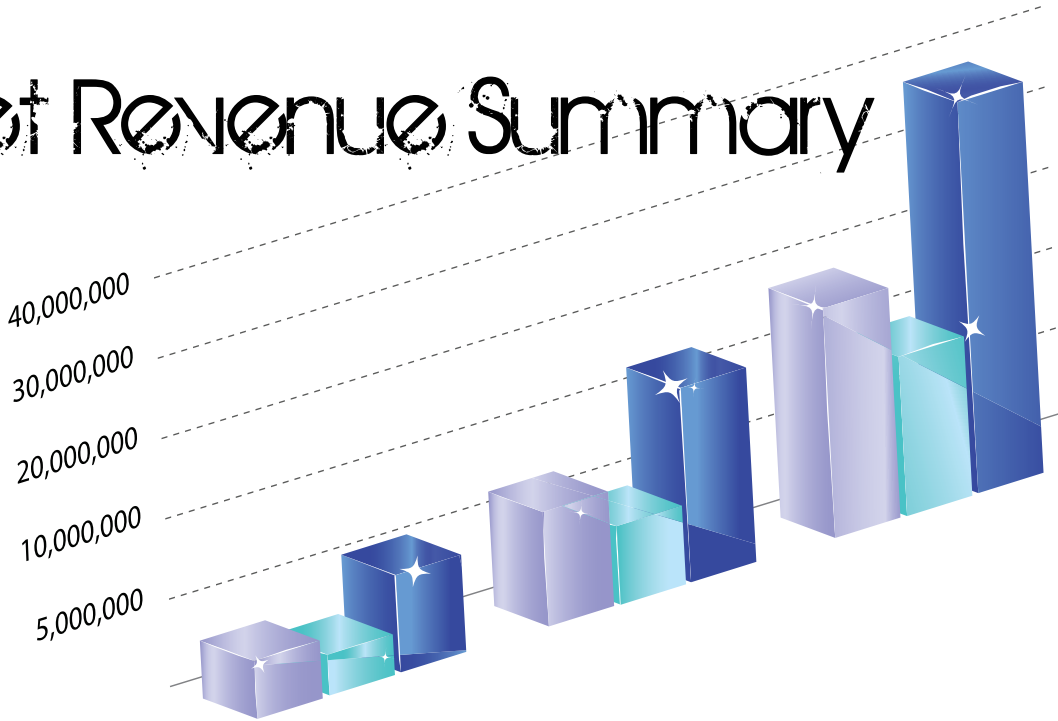
Advertising Banner Revenue by Industry	Year 1	Year 2	Year 3
Computer Companies	20,000	40,000	80,000
Financial Services	50,000	100,000	200,000
Insurance Companies	1,000,000	2,000,000	4,000,000
Law Services	750,000	1,500,000	3,000,000
Annual Banner Revenue	1,820,000	3,640,000	7,280,000

Internet Revenue Summary	Year 1	Year 2	Year 3
Annual Traffic Profit	8,640,000	17,280,000	34,560,000
Annual Banner Revenue	1,820,000	3,640,000	7,280,000
Total Internet Revenue	10,460,000	20,920,000	41,840,000

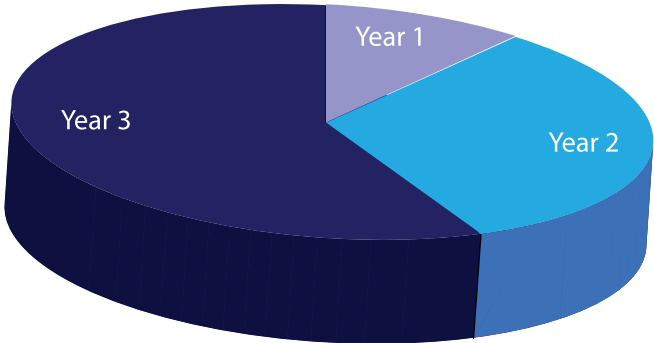
revenue summaries

Internet Revenue Summary

Total Internet Revenue
Annual Banner Revenue
Annual Traffic Profit



Total Internet Revenue by Year



Sensitivity Analysis: The analysis provides a crucial "what if" scenario. The best case and worse case tables are based on factors assuming plus/minus 15%

Revenue Summary Increased by 15%	Year 1	Year 2	Year 3
Annual Traffic Profit	165,600	331,200	662,400
Annual Banner Revenue	6	6	6
Total Internet Revenue	165,606	331,206	662,406

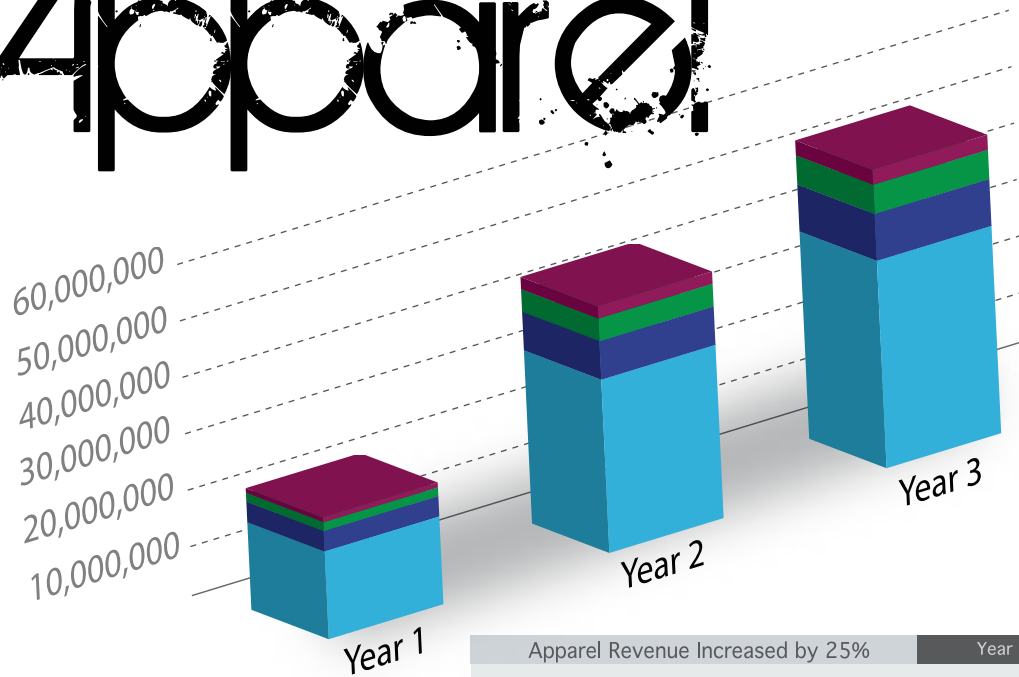
Revenue Summary Decreased by15%	Year 1	Year 2	Year 3
Annual Traffic Profit	7,344,000	14,688,000	29,376,000
Annual Banner Revenue	1,547,000	3,094,000	6,188,000
Total Internet Revenue	8,891,000	17,782,000	35,564,000

INMATEINK

Apparel Revenue Summary

Clothing		Year 1	Year 2	Year 3
	T-shirts	15,400,000	30,800,000	36,960,000
	Hoodies	3,300,000	6,600,000	7,920,000
	Rugby	2,200,000	4,400,000	5,280,000
	Jeans	1,100,000	2,200,000	2,640,000
Annual Apparel Revenue		22,000,000	44,000,000	52,800,000

Apparel



Sensitivity Analysis: The analysis provides a crucial "what if" scenario. The best case and worse case tables are based on factors assuming plus/minus 25%

Apparel Revenue Decreased by 25%		Year 1	Year 2	Year 3
	T-shirts	11,550,000	23,100,000	27,720,000
	Hoodies	2,470,000	4,950,000	5,940,000
	Rugby	1,650,000	3,300,000	3,960,000
	Jeans	820,000	1,650,000	1,980,000
Annual Apparel Revenue		16,500,000	33,000,000	39,600,000

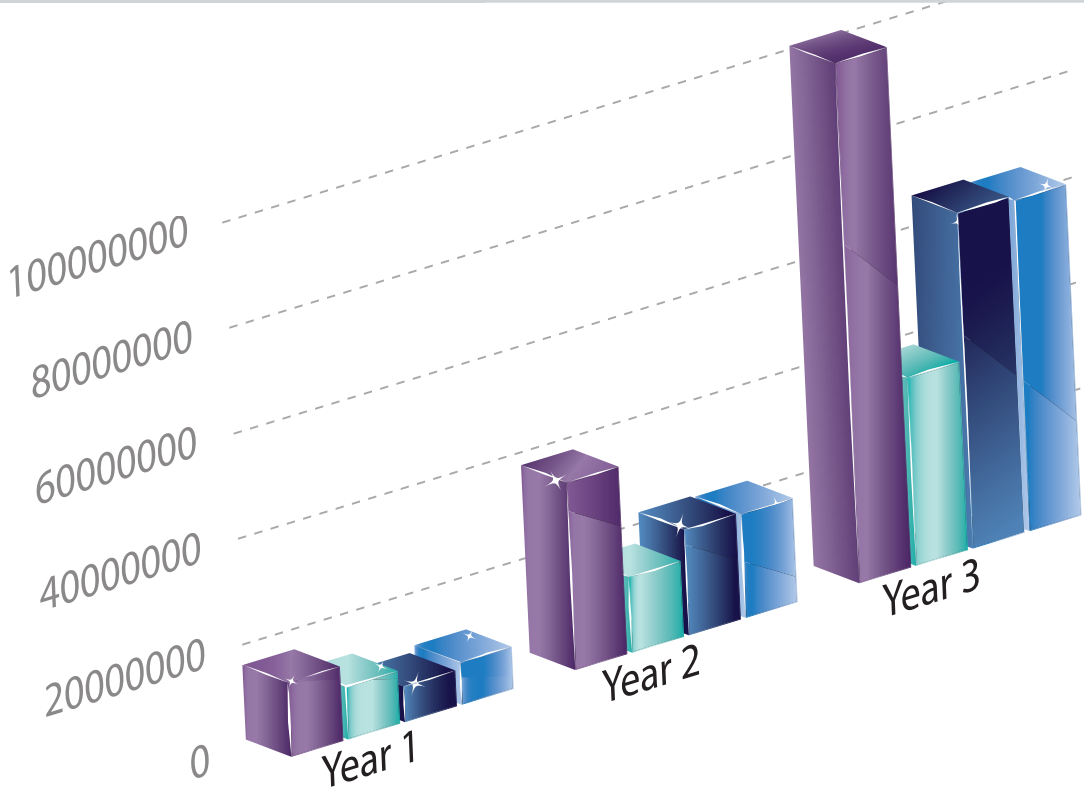
Apparel Revenue Increased by 25%		Year 1	Year 2	Year 3
	T-shirts	19,250,000	38,500,000	46,200,000
	Hoodies	4,125,000	8,250,000	9,900,000
	Rugby	2,750,000	5,500,000	6,600,000
	Jeans	1,375,000	2,750,000	3,300,000
Annual Apparel Revenue		27,500,000	55,000,000	66,000,000

revenue summaries

INMATEINK

Beverage Revenue Summary

Beverages		Year 1	Year 2	Year 3
	Energy	13,887,160	35,279,170	98,168,310
	Stress Relief	9,800,000	14,172,000	35,430,000
	Alcohol	6,600,000	19,800,000	63,300,000
	Light	7,800,000	19,500,000	62,400,000
Annual Beverage Revenue		\$38,087,160	\$88,751,170	\$259,298,310



Sensitivity Analysis: The analysis provides a crucial "what if" scenario. The best case and worse case tables are based on factors assuming plus/minus 12%

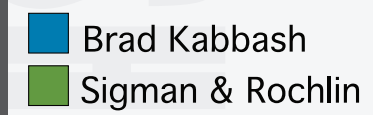
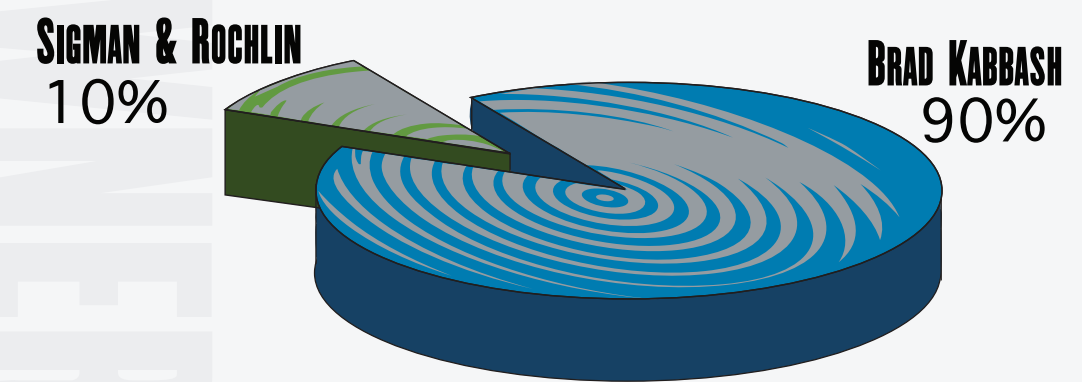
Beverage Revenue Decreased by 12%		Year 1	Year 2	Year 3
	Energy	12,220,701	31,045,670	86,388,113
	Stress Relief	8,624,000	12,471,360	31,178,400
	Alcohol	5,808,000	17,424,000	60,984,000
	Light	6,864,000	17,840,000	54,912,000
Annual Beverage Revenue		\$33,516,701	\$78,781,030	\$233,462,513

Beverage Revenue Increased by 12%		Year 1	Year 2	Year 3
	Energy	15,553,619	39,512,670	109,948,507
	Stress Relief	10,976,000	15,872,640	39,681,600
	Alcohol	7,392,000	22,176,000	77,616,000
	Light	8,736,000	21,840,000	69,888,000
Annual Beverage Revenue		\$67,843,238	\$99,401,310	\$297,134,107

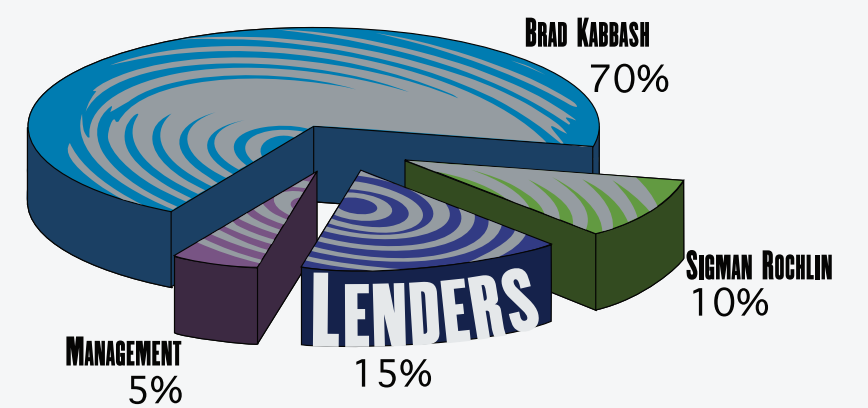
Beverages

OWNERSHIP DIAGRAMS

PRESENT IP OWNERSHIP



SUGGESTED IP OWNERSHIP

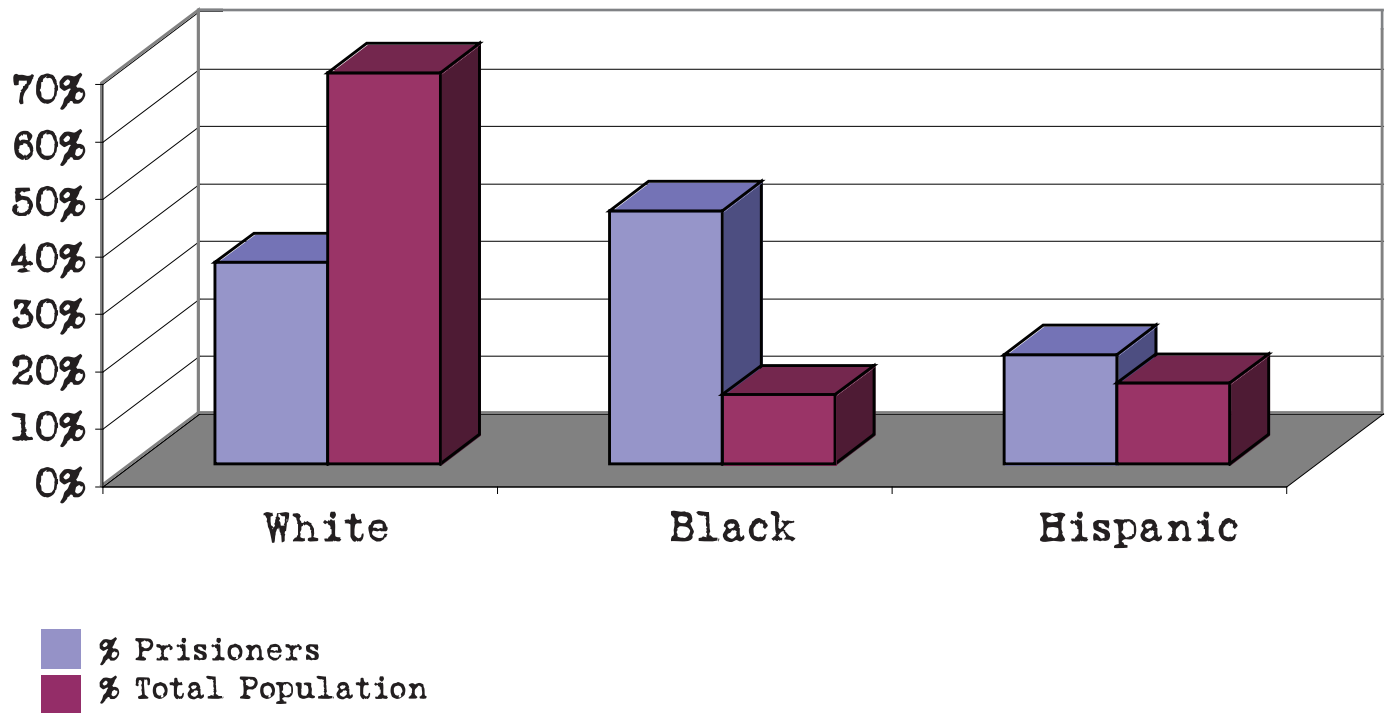




a company with a conscience

Commercialize the Culture of Incarceration

Race & Ethnicity of state and federal prisoners
with sentences over one year vs. the total United States population



we are the people.

